

ADVERTISED IN
LIFE



NOMA LITES 1957

IT'S NEW!...
IT'S DIFFERENT!...
IT'S TERRIFIC!...

No. 757

IT'S STILL
PRE-TESTED
PRE-PACKED
PRE-PRICED
PRE-SOLD



NEEDS ONLY
2 SQUARE FEET
OF FLOOR SPACE

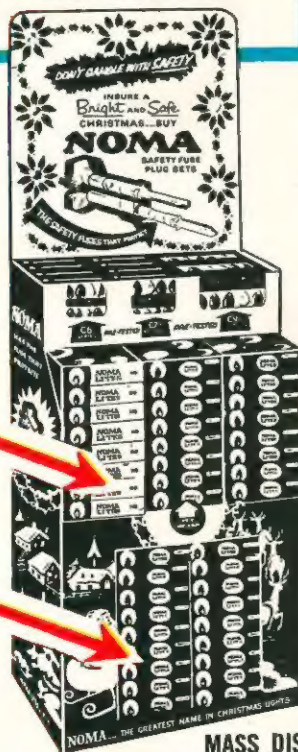


NOMA's

1957 SELF-SERVICE MERCHANDISER

NEW... Extra Storage Space
NEW... Merchandising Features
NEW... Self-Service Features
NEW... More Rugged Construction

ARROWS
INDICATE
PRE-CUT BREAKAWAYS
FOR EXTRA STORAGE



MASS DISPLAY
FOR VOLUME STORES

NEW "PLUS-PROFIT" SAMPLER

No. 757 — NEW "PROFIT-BUILDER" MERCHANDISING UNIT. Ideal self-contained, self-service merchandiser makes colorful, effective, space-saving display. Powerful "Silent Salesman." PRE-PACKED, PRE-PRICED, PRE-TESTED, PRE-SOLD. Three extra storage spaces for larger-type volume stores.

NO. 757 CONTENTS

8 No. 3010 SF Noma 7 Light Indoor Sets
3 No. 3005 SF Noma 7 Light Outdoor Sets
3 No. 110 Series Type 8 Light Indoor Sets

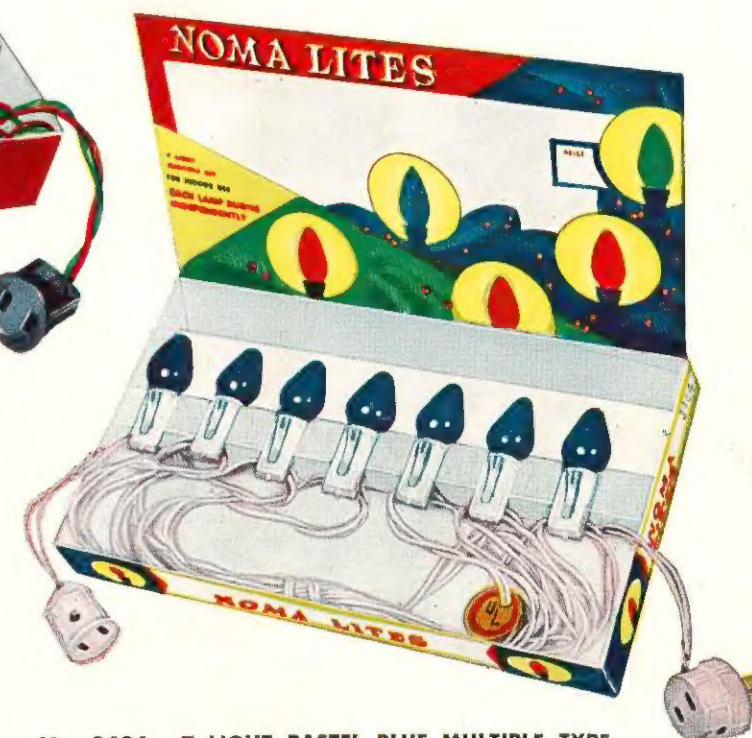
100 No. C7½ Multiple Type Indoor Lamps
40 No. C9½ Multiple Type Outdoor Lamps
100 No. C6 Series Type Indoor Lamps

Multiple Type Indoor Sets



No. 3010 SF—7 LIGHT MULTIPLE TYPE INDOOR SET. Independently burning C7½ candelabra base lamps. New colorful fast-selling box. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips makes tree trimming easier—safer. Fibre washers and center spring contacts keep lamps tight in sockets. 3 ft. lead cord, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. 18" spacing between lamps. Standard package 24. Weight 17 lbs.

No. 3010—Same as above except without SAFETY FUSE PLUG. Equipped with add-on plug and add-on connector.



No. 3404 — 7 LIGHT PASTEL BLUE MULTIPLE TYPE INDOOR SET. Independently burning C7½ blue candelabra base lamps. New type white STRAIGHT-LINE SOCKETS with white wire and permanently attached clips make tree trimming easier—safer. Fibre washers and center spring contacts keep lamps tight in sockets. 3 ft. lead cord with add-on plug. Add-on connector. 18" spacing between lamps. Standard package 24. Weight 17 lbs.



No. 3401 — 7 LIGHT PASTEL PINK MULTIPLE TYPE INDOOR SET. Independently burning C7½ pink candelabra base lamps. New type pink STRAIGHT-LINE SOCKETS with pink wire and permanently attached clips make tree trimming easier—safer. Fibre washers and center spring contacts keep lamps tight in sockets. 3 ft. lead cord with add-on plug. Add-on connector. 18" spacing between lamps. Standard package 24. Weight 17 lbs.

Noma—The Complete "Safety" Line



No. 3410—10 LIGHT MULTIPLE TYPE "BIG 10" INDOOR SET. Independently burning C7½ candelabra base lamps. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips make tree trimming easier—safer. Fibre washers and center spring contacts keep lamps tight in sockets. **SPECIAL FEATURE:** UNIFORM 18" SPACING BETWEEN LAMPS REGARDLESS OF NUMBER OF "BIG 10" SETS USED. 12" lead, 6" extension with add-on connector. Just add additional sets for larger trees. Standard package 12. Weight 14 lbs.



No. 3415 SF—15 LIGHT MULTIPLE TYPE INDOOR SET. Independently burning C7½ candelabra base lamps. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips makes tree trimming easier—safer. Fibre washers and center spring contact keep lamps tight in sockets. 3' lead cord, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. 18" spacing between lamps. Standard package 24. Weight 33 lbs.

No. 3415—Same as above except without SAFETY FUSE PLUG. Equipped with add-on plug and add-on connector.

No. 3420 SF—20 LIGHT MULTIPLE TYPE INDOOR SET. Independently burning C7½ candelabra base lamps. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips makes tree trimming easier—safer. Fibre washers and center spring contact keep lamps tight in sockets. 3' lead cord, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. 18" spacing between lamps. Standard package 12. Weight 21 lbs.

No. 3420—Same as above except without SAFETY FUSE PLUG. Equipped with add-on plug and add-on connector. Standard package 12. Weight 22 lbs.

No. 3425 SF—25 LIGHT MULTIPLE TYPE INDOOR SET. Independently burning C7½ candelabra base lamps. New type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips makes tree trimming easier—safer. Fibre washers and center spring contact keep lamps tight in sockets. 3' lead cord, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. 18" spacing between lamps. Standard package 12. Weight 26 lbs.

No. 3425—Same as above except without SAFETY FUSE PLUG. Equipped with add-on plug and add-on connector. Standard package 12. Weight 27 lbs.

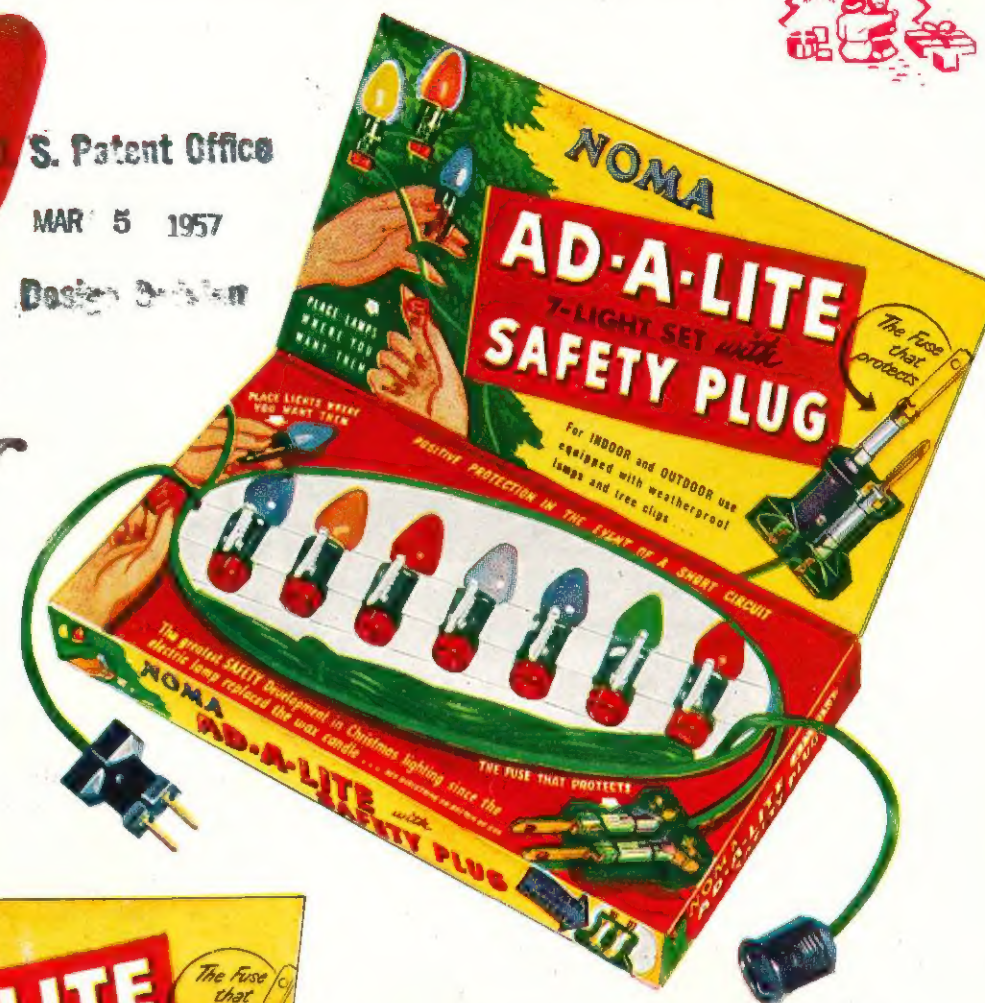


No. 403—CANDELABRA BASE AD-A-LITE PIN-TYPE SOCKET FOR INDOOR OR OUTDOOR USE. For use on rubber covered parallel twin cord. Makes possible custom-length lighting. 25 to box. Standard package 500 sockets. Weight 13 lbs.

S. Patent Office

MAR 5 1957

Design 3-5-57



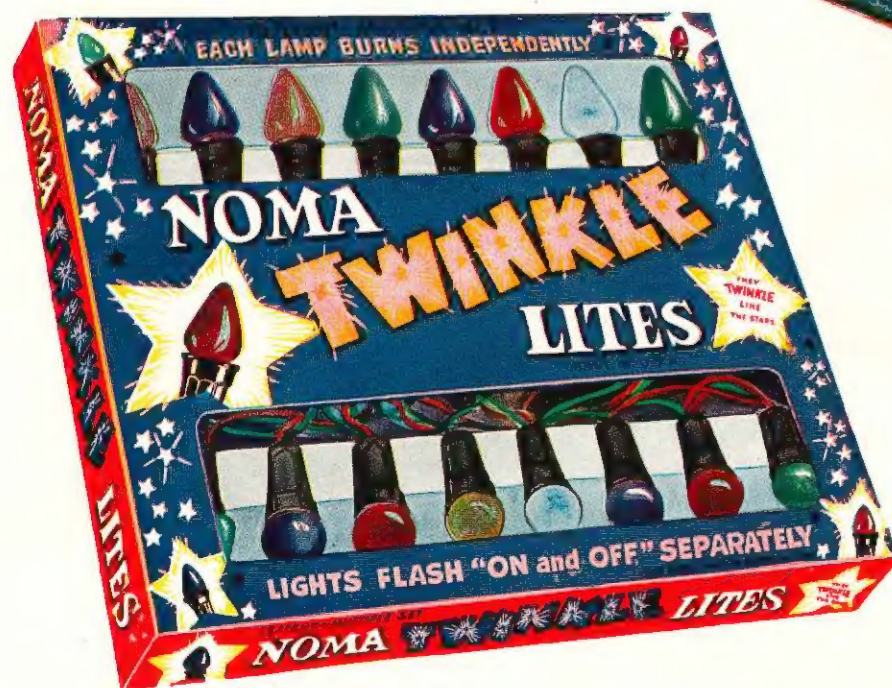
No. 3402 SF—7 LIGHT MULTIPLE TYPE INDOOR OR OUTDOOR AD-A-LITE SET. Noma's famous "all-purpose" tree set. Place the lights anywhere you want them. C7½ candelabra base weatherproof lamps. Turn lock pin-type sockets. Sturdy clips for attaching to branches. 11 foot No. 18 twin cord. **SAFETY FUSE PLUG** and add-on connector for attaching additional sets. Extra replacement fuse. Standard package 24. Weight 21 lbs.

No. 3403 SF—15 LIGHT MULTIPLE TYPE INDOOR OR OUTDOOR AD-A-LITE SET. Noma's famous "all-purpose" tree set. Place lights where you want them. C7½ candelabra base, weatherproof lamps. Turn lock pin-type sockets. Sturdy clips for attaching to branches of tree. 23 foot No. 18 twin cord. **SAFETY FUSE PLUG** and add-on connector. Extra replacement fuse. Standard package 24. Weight 34 lbs.

Noma "Twinkle" Lite Sets



No. 3405 — 7 LIGHT MULTIPLE TYPE "TWINKLE" LITE SET. Westinghouse FL7½ lamps flash "on and off" separately. Each set equipped with add-on plug, add-on connector, permanently attached clips. 3 ft. lead cord. 18" spacing between lamps. Standard package 24. Weight 17 lbs.



No. 3418 — 15 LIGHT MULTIPLE TYPE "TWINKLE" LITE SET. Westinghouse FL7½ lamps flash "on and off" separately. Each set equipped with add-on plug, add-on connector, permanently attached clips. 3 ft. lead cord. 18" spacing between lamps. Standard package 12. Weight 16 lbs.

NEW!



No. 3120 — 20 LIGHT MULTIPLE "TWINKLE" LIGHT SET. Equipped with transformer — 120V primary input, 6 to 8 volt secondary output. Independently burning GE miniature base D25 lamps in assorted colors flash "on and off" independently. Plastic coated wire. Clips attached to sockets make tree trimming easier. Two extra fuses for transformer. Two extra D25 replacement lamps. 6 ft. lead cord with add-on plug. Standard package 6. Weight 20 lbs.

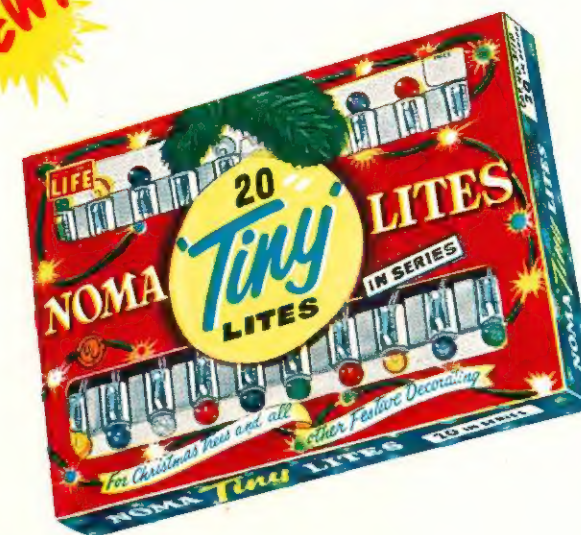
No. 3119 — Same as No. 3120 except with GE clear type D25 lamps.

No. 3122 — 20 LIGHT WEATHERPROOF MULTIPLE TYPE OUTDOOR "TWINKLE" LITE SET. Same as No. 3120 except equipped with weatherproof transformer. Built specifically for OUTDOOR use. Standard package 6. Weight 22 lbs.

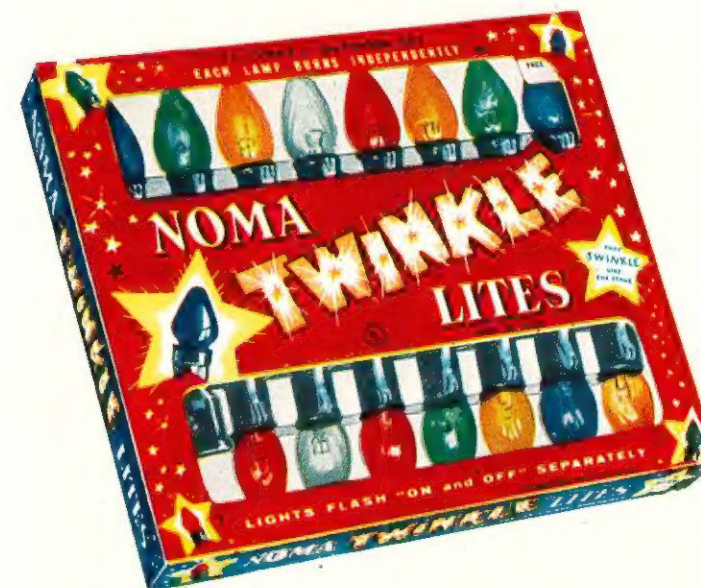
NEW!

Noma Specialty Sets

NEW!



No. 3118 — 20 LIGHT "TINY" LITES SERIES SET. STRAIGHT-LINE construction. G3½ series type 6-8 volt miniature base lamps. Continuous burning feature. White wire and white sockets. Attached clips make tree trimming easier — safer. 30" lead cord with add-on plug. Standard package 20. Weight 21 lbs.



No. 3016 — 15 LIGHT MULTIPLE TYPE OUTDOOR "TWINKLE" SET. Independently twinkling GE D27 lamps. Plastic coated wire. STRAIGHT-LINE SAFETY SOCKET with attached clips make tree trimming easier. Spring contacts keep lamps tight. Rubber washers. 18" spacing. 3 ft. lead cord. Add-on plug and add-on connector. Standard package 12. Weight 26 lbs.

No. 3000 — 7 LIGHT MULTIPLE TYPE OUTDOOR "TWINKLE" SET. Independently twinkling GE D27 lamps. Plastic coated wire. STRAIGHT-LINE SAFETY SOCKET with attached clips make tree trimming easier. Spring contacts keep lamps tight. Rubber washers. 18" spacing. 3 ft. lead cord. Add-on plug and add-on connector. Standard package 24. Weight 23 lbs.



No. 3411 — 7 LIGHT MULTIPLE TYPE INDOOR SET WITH VARI-COLORED SOCKETS. Colorful sockets, rainbow effect. Independently burning C7½ candelabra base lamps. Sockets with clips attached make tree trimming easier. 3 ft. lead cord. 18" spacing between lamps. Equipped with add-on plug and add-on connector. Standard package 24. Weight 17 lbs.



No. 3012 — 12 LIGHT DOOR-N-WINDOW LIGHT SET. Independently burning C9½ lamps. Plastic coated wire. STRAIGHT-LINE SAFETY SOCKET with permanently attached clips. Spring contacts keep lamps tight in sockets. Rubber washers. Designed to make door, window, dormer, eaves, etc., decorating easy. **SPECIAL FEATURE:** Three outlets for attaching additional decorations — add-on plug centers over door, with tri-plug on one end and add-on connector on other end of set. Insulated staples included for easy application. Standard package 10. Weight 18 lbs.

Replacement Lamps and Fuses

No. G3½ LAMP. 6 to 8 volt ball shaped miniature base series type. Packed 100 assorted lamps to box, 1000 to carton. Weight 10 lbs.



D25—FLASHER TYPE GE LAMP. Miniature base. For use with 6 to 8 volt Transformer Sets only. Packed five assorted colors or clear to package. Standard package 1000 lamps. Weight 12 lbs.



No. 404—NOMA SAFETY FUSES. 125 volts, 5 Amp., ¼" x 1" replacement fuses for SAFETY FUSE PLUG. Packed 4 in metal box. Standard package 50 boxes. Weight 2 lbs.



No. D27 LAMP. 120 V. intermediate base outdoor flasher lamp. Assorted colors. For OUTDOOR Sets. Packed 5 of one color or 5 assorted to package, 500 to carton. Weight 21 lbs.



C7½ LAMPS. 120 volt candelabra base multiple type. Weatherproof, scratchproof nonfading colors. Packed 5 of one color or 5 assorted to package. 500 lamps to carton. Weight 9 lbs.

FL7½—WESTINGHOUSE 120V MULTIPLE TYPE FLASHER LAMP. Candelabra base. Packed 5 solid or assorted colors to package. 500 lamps to carton. Weight 9 lbs.

C6 LAMPS. 15 volt cone-shaped miniature base series type. Packed 5 of one color or 5 assorted to package. 1000 lamps to carton. Weight 10 lbs.



NEW!



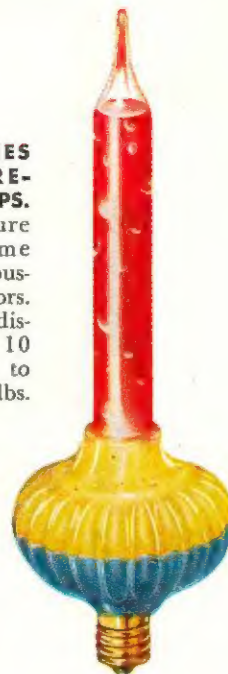
C9½ LAMPS. 120 volt, 10 watt intermediate base. Inside color coated to protect finish. For outdoor sets. Packed 5 of one color or 5 assorted to package. 500 lamps to carton. Weight 21 lbs.



No. 240 — LAMP MERCHANDISER UNIT. CONTENTS: 100 C6 lamps, 100 C7½ lamps, 40 C9½ lamps. Self-contained merchandising unit. Ideal for store or counter use. PRE-PACKED, PRE-PRICED. Builds volume sales. Standard package 1. Weight 6 lbs.

No. 520 — MULTIPLE BUBBLE-LITE REPLACEMENT LAMPS. 120 volt candelabra base lamp. Assorted colors. 10 to display box with 10 spring clips. 100 to carton. Weight 11 lbs.

NEW!



No. 420 — SERIES BUBBLE-LITE REPLACEMENT LAMPS. 15 volt miniature base lamp. Flame resistant plastic housing. Assorted colors. 10 to individual display box with 10 spring clips. 200 to carton. Weight 16 lbs.

Outdoor Multiple Type Sets



No. 3005 SF—7 LIGHT MULTIPLE TYPE OUTDOOR SET. Independently burning C9½ lamps. Plastic coated wire. NEW type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips makes tree trimming easier—safer. Spring contacts keep lamps tight. Rubber washers. 18" spacing. 3 ft. lead, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. Standard pke. 24. Wgt. 24 lbs.

No. 3005 — Same as above, except without Safety Fuse Plug. Equipped with regular plug. Standard package 24. Weight 23 lbs.



No. 3215 SF — 15 LIGHT MULTIPLE TYPE OUTDOOR SET. Independently burning C9½ lamps. Plastic coated wire. STRAIGHT-LINE SAFETY SOCKET with attached clips makes tree trimming easier—safer. Spring contacts keep lamps tight. Rubber washers. 18" spacing. 3 ft. lead, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. Standard package 12. Weight 25 lbs.

No. 3215 — Same as above, except without Safety Fuse Plug. Equipped with regular plug. Standard package 12. Weight 26 lbs.



No. 3011—10 LIGHT MULTIPLE TYPE "BIG 10" OUTDOOR SET. Independently burning C9½ lamps. Plastic coated wire. New STRAIGHT-LINE SAFETY SOCKET with permanently attached clips make tree trimming easier. Spring contacts keep lamps tight. Rubber washers. SPECIAL FEATURE: UNIFORM 18" SPACING BETWEEN LAMPS REGARDLESS OF NUMBER OF "BIG 10" SETS USED. 12" lead, 6" extension with add-on connector. Just add additional sets for larger trees. Standard package 12. Weight 20 lbs.



No. 3020 SF — 20 LIGHT MULTIPLE TYPE OUTDOOR SET. Independently burning C9½ lamps. Plastic coated wire. NEW type STRAIGHT-LINE SAFETY SOCKET with permanently attached clips makes tree trimming easier—safer. Spring contacts keep lamps tight. Rubber washers. 18" spacing. 3 ft. lead, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. Standard package 12. Weight 32 lbs.

(NOT ILLUSTRATED)
No. 3025 SF — 25 LIGHT MULTIPLE TYPE OUTDOOR SET. Same as No. 3020 SF except 25 lamps. Standard package 12. Weight 36 lbs.
No. 3025 — Same as above, 25 lamps, except without Safety Fuse Plug. Equipped with regular plug. Standard package 12. Weight 36 lbs.



No. 110 — 8 LIGHT INDOOR SERIES SET. Loop type set, 15 volt C6 lamps. 18" spacing between sockets, berry beads, 30" lead with add-on plug for attaching additional sets. Standard package 50. Weight 24 lbs.



No. 508 — 8 LIGHT BUBBLE-LITE INDOOR SERIES SET. Loop type set, 15V. #420 Bubble-Lites. Flame resistant plastic. Spring clips. 18" spacing between sockets. 30" lead with add-on plug. New type colorful display box. Standard package 20. Weight 23 lbs.



No. 3507 SF — 7 LIGHT MULTIPLE TYPE BUBBLE-LITE INDOOR SET. Independently burning #520 Bubble-Lites with spring clips. Flame resistant plastic. 18" spacing between sockets, 3 ft. lead cord, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. New type colorful merchandising display box. Standard package 24. Weight 29 lbs.



No. 1146 — GIANT "TWINKLING" THREE BELL CLUSTER. 3 red 5" plastic bells with C7½ flasher type lamps. Bright red ribbon bow decorated with metallic green holly and silver poinsettia with pine cone decoration. 3 ft. lead cord with add-on connector. Standard package 12. Weight 22 lbs.



No. 1104 — 9 LIGHT YULE SPRAY. 26" high, 16" wide. 15V. miniature base tubular-type colored lamps. Red bow and bright plastic Christmas ornaments arranged in cluster on green visca pine spray. Decorated with pine cones and red berries. 4 ft. lead cord with add-on plug. Standard package 6. Wgt. 15 lbs.



No. 1143 — THREE BELL CLUSTER. 3 red 3½" plastic bells with C7½ lamps. Bright red ribbon bow decorated with metallic green holly and silver poinsettia with pine cone decoration. 3 ft. lead cord with add-on connector. Standard package 12. Weight 13 lbs.





No. 570 — 9-LITE GREEN CHRISTMAS TREE. 16½" high. 15 volt C6 lamps, assorted colors. Flame-proofed visca. Plastic tree-top star. Sturdy metal frame. "Tip-up" sockets with interchangeable lamp feature. For C6 or #420 lamps. 4' lead cord with add-on plug. Individually boxed. Weight 3½ lbs.

No. 571 — 9-LITE WHITE CHRISTMAS TREE. Same as No. 570 except white flame-proofed visca.

No. 581 — 9-LITE WHITE BUBBLE-LITE CHRISTMAS TREE. 18" high. 15 volt #420 Bubble-Lite lamps, assorted colors. Flame-proofed visca. Sturdy metal frame. "Tip-up" sockets, interchangeable lamp feature. For C6 or #420 lamps. 4' lead cord with add-on plug. Individually boxed. Weight 4 lbs.

No. 580 — 9-LITE GREEN BUBBLE-LITE CHRISTMAS TREE. Same as No. 581 except made of green flame-proofed visca.

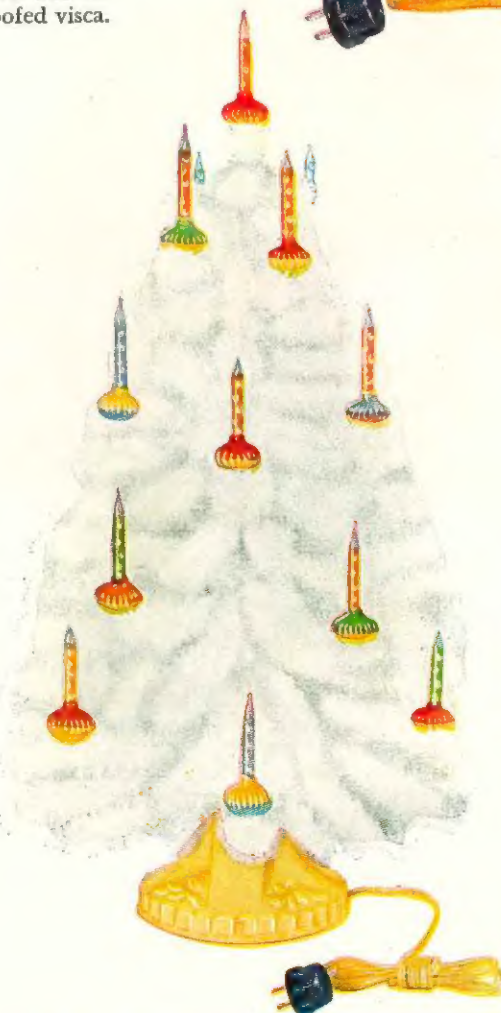


No. 572 — 17-LITE GREEN CHRISTMAS TREE. 28" high. 15 volt C6 lamps, assorted colors. Flame-proofed visca. Plastic tree-top star. Sturdy metal frame. "Tip-up" sockets with interchangeable lamp feature. For C6 or #420 lamps. 4' lead cord with add-on plug. Individually boxed. Weight 6 lbs.

No. 573 — 17-LITE WHITE CHRISTMAS TREE. Same as No. 572 except white flame-proofed visca.

No. 583 — 17-LITE WHITE BUBBLE-LITE CHRISTMAS TREE. 29½" high. 15 volt #420 Bubble-Lite lamps, assorted colors. Flame-proofed visca. Sturdy metal frame. "Tip-up" sockets with interchangeable lamp feature. Adaptable for C6 or #420 lamps. 4' lead cord with add-on plug. Individually boxed. Weight 7 lbs.

No. 582 — 17-LITE GREEN BUBBLE-LITE CHRISTMAS TREE. Same as No. 583 except made of green flame-proofed visca.



D25

No. 569 — 35" GREEN "TWIN-KLE" LITE CHRISTMAS TREE. Same as No. 574 except equipped with D25 miniature base GE lamps, with transformer. Lights twinkle off and on independently. Individually packed. Weight 15 lbs.



No. 574 — 21-LITE GREEN CHRISTMAS TREE. 35" high. 15 volt C6 lamps, assorted colors. Bright green flame-proofed visca. Translucent plastic tree-top star ornament. Rugged, sturdy metal frame construction. "Tip-up" socket arrangement with interchangeable lamp feature. Adaptable for C6 or #420 lamps. Will last from season-to-season. 4' lead cord with add-on plug. Individually packed in sturdy corrugated carton. Weight 8½ lbs.

No. 575 — 21-LITE WHITE CHRISTMAS TREE. Same as No. 574 except made of white flame-proofed visca.

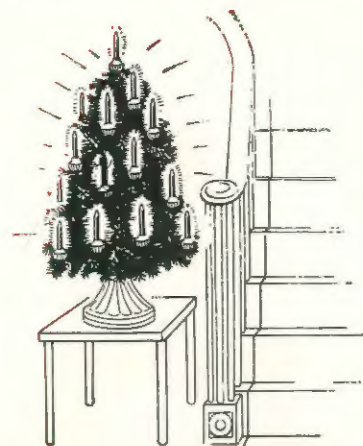


No. 585 — 21-LITE WHITE BUBBLE-LITE CHRISTMAS TREE. 36½" high. 15 volt #420 Bubble-Lite lamps, assorted colors. Bright white flame-proofed visca. Rugged, sturdy metal frame construction. "Tip-up" socket arrangement with interchangeable lamp feature. Adaptable for C6 or #420 lamps. Will last from season-to-season. 4' lead cord with add-on plug. Individually packed in sturdy corrugated carton. Weight 9½ lbs.

No. 584 — 21-LITE GREEN BUBBLE-LITE CHRISTMAS TREE. Same as No. 585 except made of green flame-proofed visca.



Noma Bubble-Lite Trees



No. 586 — 21 LITE MULTIPLE TYPE GREEN BUBBLE-LITE TREE. 36½" high. 120 volt #520 candelabra base lamps. Each lamp burns independently. Rugged, sturdy metal frame construction. "Tip-up" socket arrangement with interchangeable lamp feature. Adaptable for #520 candelabra base Bubble-Lite, or C7½ lamps. Bright green flame-proofed visca. Will last from season-to-season. 4' lead cord with add-on plug. Individually packed in sturdy corrugated carton. Weight 15 lbs.



No. 587 — 21 LITE MULTIPLE TYPE WHITE BUBBLE-LITE TREE. 36½" high. 120 volt #520 candelabra base lamps. Each lamp burns independently. Rugged, sturdy metal frame construction. "Tip-up" socket arrangement with interchangeable lamp feature. Adaptable for #520 candelabra base Bubble-Lite or C7½ lamps. Bright white flame-proofed visca. Will last from season-to-season. 4' lead cord with add-on plug. Individually packed in sturdy corrugated carton. Weight 15 lbs.



Noma "All-Purpose" Christmas Trees



NEW!

No. 559 — 21 LIGHT MULTIPLE "TWINKLE" LITE GREEN CHRISTMAS TREE. 35" high. Westinghouse 120V. FL7½ twinkle lamps, assorted colors. Bright green flame-proof visca. Plastic tree-top star. 4' lead with add-on plug. Individually packed. Weight 12 lbs.



No. 558 — 17 LIGHT SERIES TYPE PASTEL BLUE CHRISTMAS TREE. 28" high. 15V. C6 series type lamps. Ivory plastic base. Plastic tree-top star. Rugged construction. "Tip-up" socket arrangement; interchangeable lamp feature. Will last from season to season. 4 ft. lead cord with add-on plug. Adaptable for C6 or #420 lamps. Individually packed in sturdy corrugated carton. Weight 6 lbs.



Ivory plastic base. Plastic tree-top star. Rugged construction. "Tip-up" socket arrangement; interchangeable lamp feature. Will last from season to season. 4 ft. lead cord with add-on plug. Individually packed in sturdy corrugated carton.

No. 576 — 9 LIGHT SERIES TYPE PASTEL PINK CHRISTMAS TREE. 16½" high. 15V. C6 series type lamps. Adaptable for C6 or #420 lamps. Individually boxed. Weight 3½ lbs.

No. 577 — 17 LIGHT SERIES TYPE PASTEL PINK CHRISTMAS TREE. 28" high. 15V. C6 series type lamps. Adaptable for C6 or #420 lamps. Individually boxed. Weight 6 lbs.

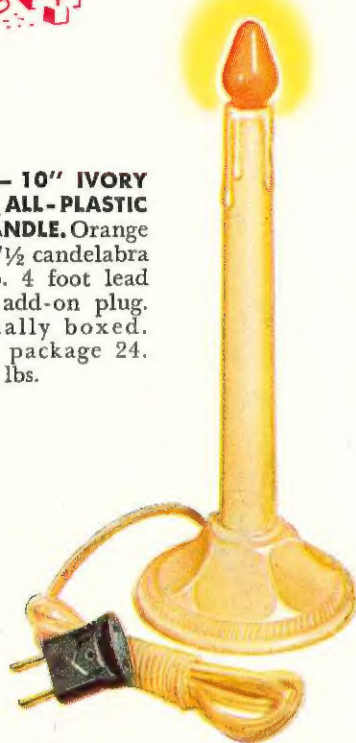
No. 578 — 21 LIGHT SERIES TYPE PASTEL PINK CHRISTMAS TREE. 35" high. 15V. C6 series type lamps. Adaptable for C6 or #420 lamps. Individually boxed. Weight 8½ lbs.

No. 579 — 17 LIGHT MULTIPLE TYPE PASTEL PINK CHRISTMAS TREE. 28" high. 120V. C7½ multiple type independently burning lamps. Adaptable for C7½ or #520 lamps. Individually packed in sturdy corrugated carton. Weight 7 lbs.

Candle & Candeliers



No. 151 — 10" IVORY COLORED ALL-PLASTIC SINGLE CANDLE. Orange colored C7½ candelabra base lamp. 4 foot lead cord and add-on plug. Individually boxed. Standard package 24. Weight 11 lbs.



No. 155 — 5 LIGHT IVORY COLORED PLASTIC CANDOLIER. Orange C7½ independently burning candelabra base lamps. 14" wide and 10" high. 4 foot lead cord with add-on plug. Individually boxed. Standard package 12. Wt. 16 lbs.



No. 158 — 8 LIGHT IVORY ALL-PLASTIC CANDOLIER. Orange colored C6 series type lamps. Sturdy construction. 20½" wide and 10" high. 4 foot lead cord with add-on plug. Individually boxed. Standard package 12. Weight 21 lbs.

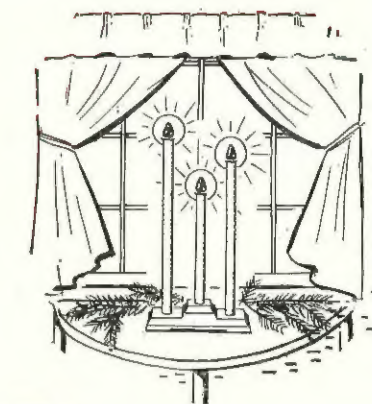


No. 204 — 9 LIGHT PLASTIC MULTIPLE CANDOLIER. C7½ orange candelabra base lamps. Ivory-colored plastic. 17" wide and 10" high. 4 foot lead cord and add-on plug. Standard package 12. Weight 26 lbs.

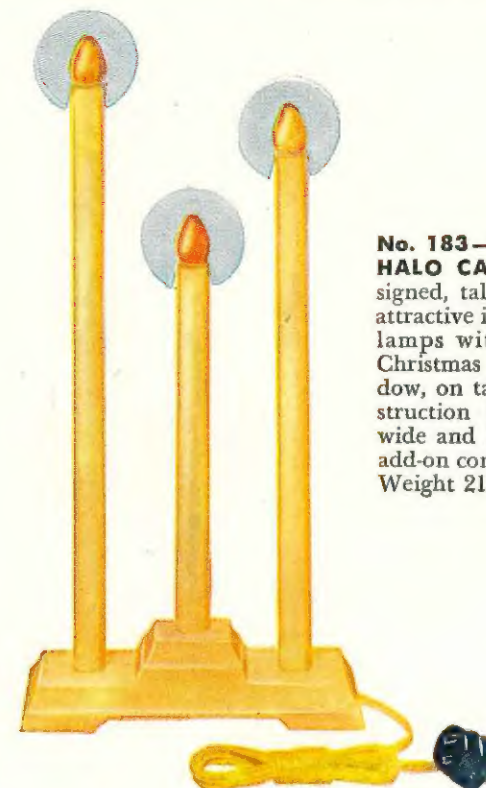
No. 153 — 3 LIGHT ALL-PLASTIC CANDOLIER. Orange C7½ independently burning candelabra base lamps. Ivory colored plastic. 9" wide and 10½" high. 4 foot lead cord with add-on plug. Individually boxed. Standard package 24. Weight 22 lbs.



Deluxe Candoliers



No. 183 — 3-LITE DELUXE ALL-PLASTIC HALO CANDOLIER. Beautifully designed, tall ivory plastic candles set in attractive ivory base. C7½ multiple type lamps with NOMA halos. Colorful Christmas effect when placed in window, on table or mantel. Durable construction for season-to-season use. 9" wide and 18½" high. 4' lead cord with add-on connector. Standard package 12. Weight 21½ lbs.



No. 185 — 5-LITE DELUXE ALL-PLASTIC CANDOLIER. Beautifully designed, tall ivory colored candles set in sturdy plastic base. C7½ multiple type lamps with NOMA halos. An eye-catching colorful Christmas display. Suitable for home or business use. 14" wide and 18¾" high. 4' lead cord with add-on connector. Standard package 6. Weight 16 lbs.



No. 188 — 8-LITE DELUXE ALL-PLASTIC CANDOLIER. Tall, beautifully designed colored candles set in sturdy plastic base. C7½ multiple type lamps with NOMA halos. Colorful Christmas effect when placed in window or used as mantel or table decoration. Excellent display for home or business. Durable construction for season-to-season use. 20½" wide and 22" high. 4' lead cord with add-on connector. Standard package 6. Weight 24 lbs.



Deluxe Red Candoliers



No. 182 — 3 LITE DELUXE ALL-PLASTIC RED CANDOLIER. 18½" high, 9" wide. Beautifully designed red candles set in sturdy plastic ivory base. C7½ multiple type lamps with NOMA halos. 14" green holly garland with red berries and poinsettia decoration. Colorful Christmas effect as window, mantel or table decoration. Excellent display for home or business. Durably constructed for season-to-season use. 4' lead cord with add-on connector. Standard package 12. Weight 23 lbs.

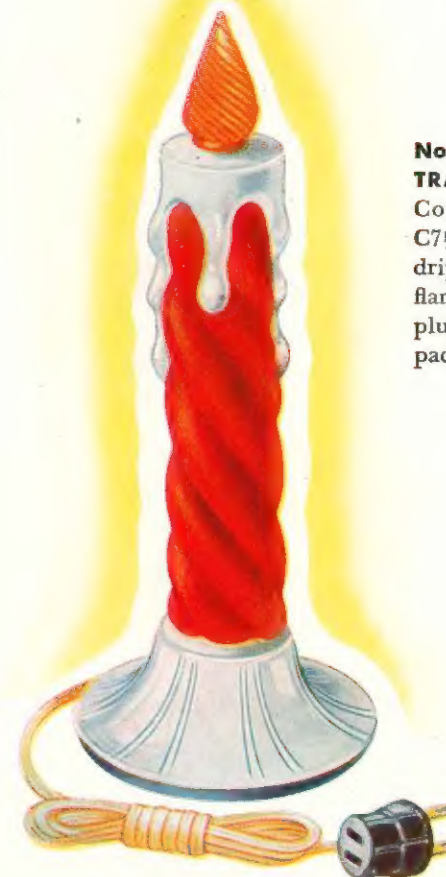


No. 187 — 8 LITE DELUXE ALL-PLASTIC RED CANDOLIER. 23" high, 20½" wide. Beautifully designed red candles set in sturdy plastic ivory base. C7½ multiple type lamps with NOMA halos. 14" green holly garland with red berries and poinsettia decoration. Ideal for picture window, mantel or table decoration. Durably constructed for season-to-season use. 4' lead cord with add-on connector. Standard package 6. Weight 22 lbs.

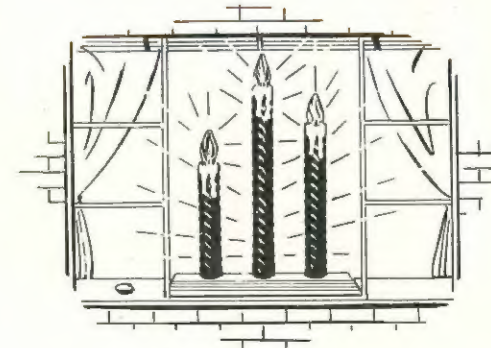


No. 184 — 5 LITE DELUXE ALL-PLASTIC RED CANDOLIER. 19" high, 14" wide. Beautifully designed red candles set in attractive ivory base. C7½ multiple type lamps with NOMA halos. 14" green holly garland with red berries and poinsettia decoration. An eye-catching Christmas display. Suitable for home or business. Durably constructed for season-to-season use. 4' lead cord with add-on connector. Standard package 6. Weight 16 lbs.

Rope Twist Candle and Giant Candolier



No. 141 — 12½" RED ROPE TWIST TRANSLUCENT PLASTIC CANDLE. Completely illuminated with two C7½ lamps. Realistic white candle drip and swirling amber colored flame tip. 4' lead cord with add-on plug. Individually boxed. Standard package 12. Weight 13 lbs.



No. 350 — GIANT RED ROPE TWIST TRANSLUCENT PLASTIC CANDOLIER. 34¾" high, 27½" wide. 3 individual candles completely illuminated with 12 C7½ clear multiple type lamps. Realistic white candle drip and swirling amber-colored flame tips create beautiful Christmas effect as giant picture window, table or mantel decoration. An excellent display for home or business. Durably constructed for season-to-season use. 3½' lead cord with add-on connector. Standard package 1. Weight 7 lbs.



No. 1101 - 19" OUTDOOR PRINCESS PINE WREATH. Green simulated pine decorated with snow. For INDOOR or OUTDOOR use. 4 red glass balls and large, flowing red plastic bow. 3 red candles with C7½ candelabra base lamps with halos. 4 foot lead cord with add-on plug. Standard carton 6. Weight 24 lbs.



No. 1102 - 16" GREEN HOLLY GARLAND WREATH. Single red candle with C7½ lamp and halo. Green and red holly leaves with poinsettia decorations. 4 foot lead cord with add-on plug. Standard carton 24. Weight 27 lbs.



No. 1103 - 14" GREEN SNO-MAN WREATH. Illuminated, colorful, jolly sno-man. Silvered holly leaves with poinsettia decoration, red berries. C7½ lamp. 4 foot lead cord with add-on plug. Standard carton 24. Weight 32 lbs.

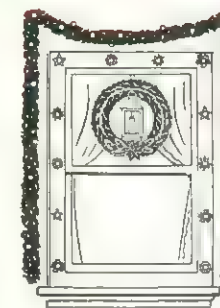


No. 1509 - 9 LIGHT MERRY XMAS WREATH. 20" diameter. 15 volt C6 series type lamps. Nine red translucent plastic bells spell out "Merry Xmas." 4 foot lead cord and add-on plug. Standard package 10. Weight 25 lbs.

No. 1512 - Same as No. 1509 but equipped with nine C7½ independently burning candelabra base lamps. Standard package 10. Weight 27 lbs.



No. 1115 - 12" RED CELLOPHANE WREATH. Crisp shirred flame resistant cellophane on sturdy wire frame. Silver leaves and poinsettia decoration. 3½" red candle. C7½ candelabra base lamp with decorated Halo. 4 foot lead cord with add-on plug. Individually packaged. Standard package 36. Wgt. 27 lbs.



No. 1121 - 12" RED CELLOPHANE WREATH. Simulated old English bronze plastic lantern with installed 120 volt candelabra base candlelite lamp. 4 foot lead cord and add-on plug. Standard package 24. Weight 21 lbs.



No. 1116 - 12" RED CHENILLE WREATH. Complete with colorful #61 plastic Santa figure with installed 120 volt candelabra base lamp. 4 foot lead cord with add-on plug. One to display box. 24 to standard carton. Weight 16 lbs.



No. 1131 - 15" GREEN CELLOPHANE SANTA WREATH. Crisp, shirred, flame-resistant cellophane on sturdy wire frame. Full-color plastic Smiling Santa Face Plaque. Silver leaves and poinsettia decoration. C7½ lamp. 4 ft. lead cord with add-on plug. Individually boxed. Standard package 24. Wgt. 27 lbs.



No. 68-8" ILLUMINATED ALL PLASTIC TREE-TOP STAR. For INDOOR or OUTDOOR use. 2 foot lead cord with plug. C9½ lamp. Creates soft radiant glow on all sides. Individually boxed. Standard package 12. Weight 11 lbs.



No. 701-7" ANGEL-LITE WITH STAR WAND. C7½ Candelabra base multiple type lamp illuminates translucent plastic star-studded dress, wand and amber halo. Molded silver wings. 2 foot lead cord with add-on plug. Standard package 24. Weight 15 lbs.



No. 126-8" COLOR POINT STAR. One C7½ candelabra base multiple type lamp. Edges of plastic points give off bright red "neon effect" glow. 2 foot lead cord and add-on plug. Individually boxed. Standard package 24. Weight 19 lbs.



No. 69-7" ALL METAL STAR. C7½ candelabra base lamp. Light radiates from outer edge and from red plastic bead in center. 2 foot lead cord with add-on plug. Standard package 24. Weight 17 lbs.



No. 175-ILLUMINATED PLASTIC CHRISTMAS TREE STAND. Equipped with one candelabra base lamp. Lights up and bathes the bottom of the tree in beautiful soft light. 6 foot lead cord with add-on plug. Water well. Sturdy construction. Packed in individual corrugated containers. Standard package 6. Weight 22 lbs.

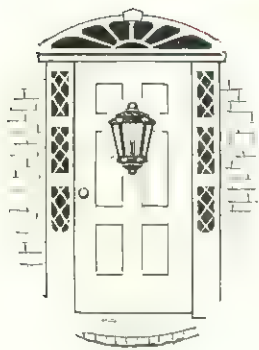


No. 176-8 LIGHT JOLLY-LITE TREE BASE. Series type C6 miniature base lamps. Strong sturdy metal construction. Decorated with colorful figures. Water well. Add-on connector and add-on plug for attaching tree lighting sets, 6 foot lead cord. Packed in carton for year-to-year storage. Standard package 1. Weight 5 lbs.



No. 173-ILLUMINATED FOLDING METAL CHRISTMAS TREE STAND. Ivory colored with poinsettia decorations. Three C7½ multiple type lamps light up entire base of tree in beautiful soft light. Legs fold up for convenient storage. 15" base spread. Strong sturdy metal construction. Water well. 6' lead cord with add-on connector. Standard package 6. Weight 16 lbs.

NEW!



No. 917—EARLY AMERICAN LANTERN. Red molded plastic with gold trim. Transparent panes give natural lighting effect to red candle topped by C7½ bulb. Light diffused through entire lantern by laminated foil back. Weather-proof for OUTDOOR or INDOOR use. 19½" high, 12" wide, 3" deep, complete with cord and extension plug, in individual box. Standard package 6. Weight 9 lbs.



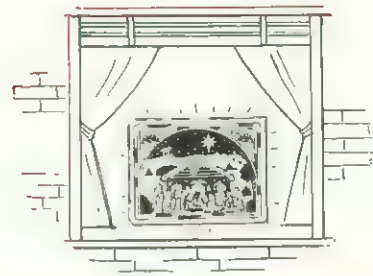
No. 551 — 14" ILLUMINATED SANTA FACE PLAQUE. Two C7½ 120 volt multiple type lamps, rubber washers. For INDOOR or OUTDOOR use. Full color. Heavy molded plastic. For wall, door or window use. Sturdy metal back plate. 4 foot lead cord and add-on plug. Standard package 6. Weight 22 lbs.



No. 60 — 13" ILLUMINATED PLASTIC SANTA PLAQUE. Full color vinylite Santa face surrounded by colorful holly leaves with red berries. One C7½ lamp. 4 ft. lead cord with add-on plug. Size 13" high, 11" wide, 2" deep. Individually boxed. Standard package 12. Weight 14 lbs.



No. 1514 — ILLUMINATED PLASTIC MUSICAL CHURCH SCENE. Made of durable plastic, realistically decorated. Mounted on simulated snow-capped base — trimmed with miniature Christmas trees. Swiss music box. One G-14 candelabra base lamp, add-on plug. Individually boxed. Weight 4 lbs.



No. 303 — 24" x 30" ILLUMINATED FULL COLOR VINYLITE NATIVITY SCENE. Faithful reproduction of Christmas manger scene. Figures beautifully depicted in colorful and careful detail. Completely illuminated. INDOOR or OUTDOOR use. 4' lead cord, add-on connector. Standard package 1. Weight 8 lbs.



No. 723 — 10½" x 11" ILLUMINATED FULL COLOR SANTA ON REINDEER WITH ROCKER. Ideal as beautiful Christmas decoration or year-round "rocker-action" toy. Colorful Christmas display over fireplace, on table or in window. Detachable rocker. Completely illuminated with C7½ lamp. 4' lead cord with add-on connector. Standard package 24. Weight 29 lbs.



No. 101 — 18" FULL COLOR VINYLITE TWIN CHOIR SINGERS. Completely illuminated with one 15 watt standard base lamp. Ideal for INDOOR or OUTDOOR use. 4 foot lead cord with add-on connector. Standard package 6. Weight 15 lbs.



No. 91 — 30" ILLUMINATED FULL COLOR VINYLITE PLASTIC SNO-MAN. For INDOOR-OUTDOOR use. 6' lead cord, add-on plug. 25 watt standard base lamp lights entire figure. Suitable for step, porch or lawn. Can also be hung on wall or door. 1 to shipping carton. Weight 5 lbs.

No. 96 — 19" ILLUMINATED PLASTIC SNO-MAN. For INDOOR use only. 4' lead cord, add-on plug. 15 watt standard base lamp, sturdy easel. For wall, door or window. Also adaptable as table, mantel or shelf decoration. 6 to shipping carton. Weight 12 lbs.



No. 66 — 31" ILLUMINATED VINYLITE PLASTIC ANGEL. Full color. Completely illuminated with 25-watt bulb. Creates atmosphere of real Christmas charm. For INDOOR-OUTDOOR use. Completely weatherproof. Sturdy construction. 4 ft. lead cord with add-on plug. Individually boxed. Weight 4 lbs.

No. 120 — 32" ILLUMINATED FULL COLOR VINYLITE PLASTIC CAROLERS. Completely illuminated with 40-watt bulb and C7½ lamp. 4 ft. lead cord with add-on plug. For INDOOR-OUTDOOR use. Completely weatherproof. Sturdy construction. Heavy ground stake to hold figures upright. Ideal for use in window, on door or lawn. Individually boxed. Weight 5½ lbs.



No. 98 — 40" ILLUMINATED VINYLITE PLASTIC SANTA (Walking Effect) WITH TOY PACK. Full color. 60 watt standard base lamp lights up entire figure. 4 foot lead cord with add-on plug. For INDOOR or OUTDOOR use. Individually boxed. 1 to carton. Weight 11 lbs.

No. 94 — 26" ILLUMINATED VINYLITE PLASTIC SANTA (Walking Effect) WITH TOY PACK. Full color. 15 watt standard base lamp lights up entire figure. 4 foot lead cord with add-on plug. For INDOOR or OUTDOOR use. Individually boxed. 1 to carton. Weight 4 lbs.



No. 555 — 26" ALL PLASTIC ILLUMINATED CANDY CANE. Traditionally colored. For INDOOR and OUTDOOR use. Lead cord with add-on connector. Illuminated with three C7½ lamps. Individually boxed. Standard package 6. Weight 19½ lbs.



No. 37—21" ILLUMINATED 5 POINT VINYLITE PLASTIC OUTDOOR STAR. Fluted panels. 15 watt standard base lamp. Can be mounted back to back to make double-faced star. Brilliant red border. 6 ft. lead cord with add-on connector. Individually boxed. Standard package 1. Weight 4 lbs.

No. 33 — 2½ FOOT ILLUMINATED PLASTIC SANTA FIGURE. Weatherproof construction. Fully illuminated with four C7½ lamps. For INDOOR or OUTDOOR use. 4 foot lead cord. Ground stake holds Santa upright. Instruction sheet shows (1) how to hang and/or mount (2) how to change lamps. Standard package 1. Weight 7 lbs.



No. 6-12—ILLUMINATED PLASTIC SANTA SLEIGH AND DOUBLE REINDEER. Traditionally jolly Santa with toy pack in sleigh drawn by large prancing double reindeer in life-like colors. Each unit illuminated with 40 watt standard base lamp. 4 ft. lead cord and add-on plug. Fully equipped for mounting or hanging. Ideal for use on lawn or roof. Reindeer size 32" long, 25" high. Santa in sleigh 33" long, 28" high. Each unit packed in individual carton. Weight 15 lbs.

No. 12 — DOUBLE REINDEER. Same reindeer specifications as above. Standard package 1. Weight 7 lbs.



Arm Moves!
Bell Rings!



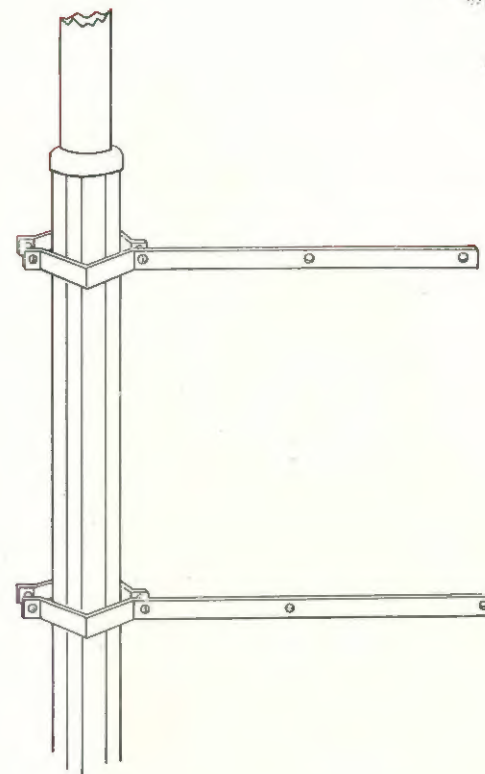
No. 650 — 26" ILLUMINATED "ACTION" PLASTIC SANTA WITH TOY PACK AND MOVING ARM. 26" high x 24" wide. Full color. Arm, with bell, moves up and down! Equipped with flashlight battery type motor. One 25-watt standard base lamp lights up entire figure. For INDOOR use. 4' lead cord with add-on plug. Individually boxed. Standard carton 1. Weight 4 lbs.



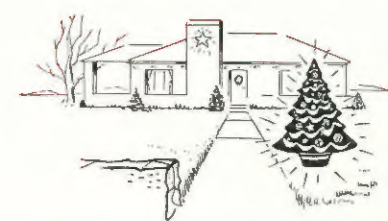
No. 167 — 48" ILLUMINATED FULL COLOR VINYLITE PLASTIC SANTA WITH TOY PACK. Completely illuminated with two 40-watt lamps. Colorful bag of toys carries "Merry Christmas" message. Two heavy ground stakes to hold Santa upright. Excellent display piece for OUTDOOR use. Sturdy weatherproof back. Ideal for use on lawn or terrace. Completely weatherproof. 6 ft. lead cord with add-on plug. Individually packed in sturdy corrugated carton. Weight 16 lbs.



No. 168 — 48" ILLUMINATED FULL COLOR VINYLITE PLASTIC SNO-MAN WITH DOG. Completely illuminated with two 40-watt lamps. Green and red holly wreath carries colorful "Season's Greetings" message. Sturdy weatherproof back. Two heavy ground stakes to hold Sno-man upright. Ideal for use on lawn or terrace. Completely weatherproof. 6 ft. lead cord with add-on plug. Individually packed in sturdy corrugated carton. Weight 17 lbs.



No. 29 — LAMPOST BRACKET. A ready-made bracket for use with No. 14 vinyl plastic Christmas tree. Designed to hold almost any type of flush-back street light decoration. Easy to install. Simple nut and bolt assembly. Adjustable. Fits lighting standards from 4½" to 9" in diameter. Economical. Packed one pair to a carton. Weight 9 lbs.



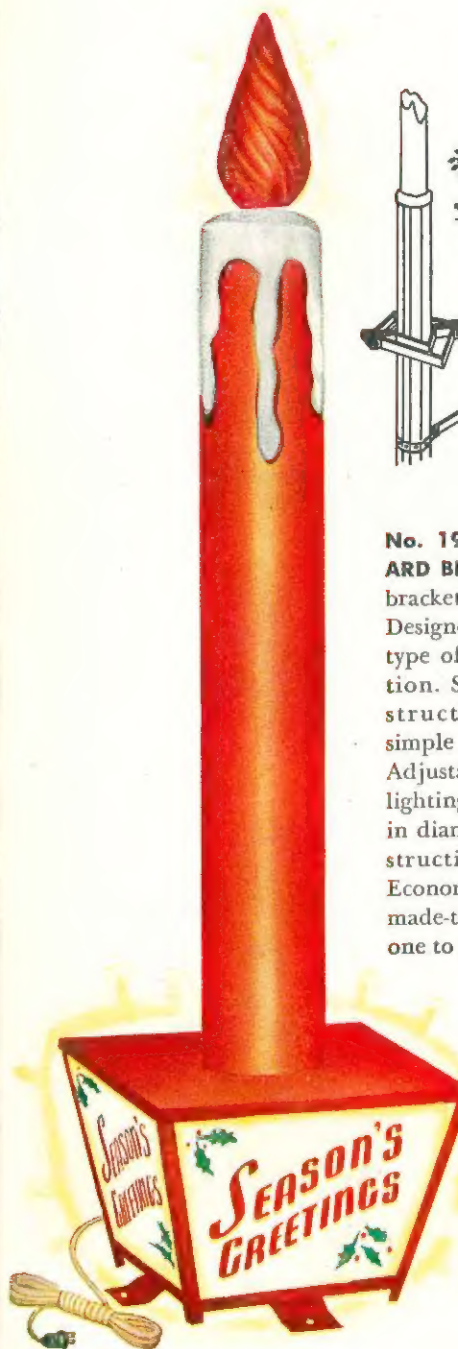
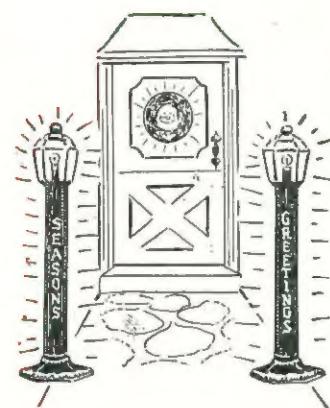
No. 14—ILLUMINATED VINYL PLASTIC CHRISTMAS TREE. 48" high x 36" wide. Full color, simulated Christmas decorations. For INDOOR or OUTDOOR use. Completely illuminated by one 60 watt and one 40 watt lamp. Ideal for use on lawn, back-to-back display for community lighting or indoor decoration. Equipped with ground stakes for lawn use. Also has retractable wire loops for flush wall mounting. Completely weatherproof. Can be used from season-to-season. 6' lead cord with add-on connector. Standard carton 1. Weight 23 lbs.



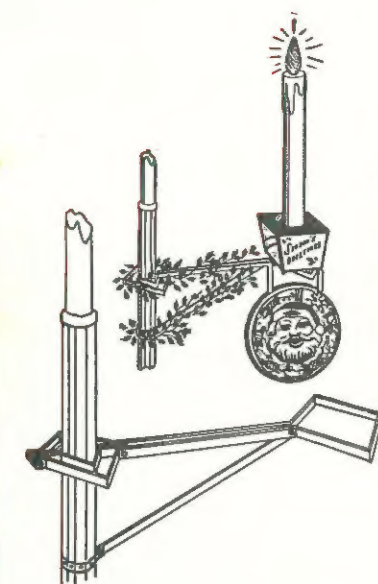
No. 121 — 50" ILLUMINATED FULL COLOR VINYLITE PLASTIC CAROLERS WITH LAMPOST. Completely illuminated with 40-watt bulb and two C7½ lamps. 4 ft. lead cord with add-on plug. Heavy ground stake to hold figures upright. Simulated snow-capped lantern creates Old Fashioned Christmas charm. Completely weatherproof. Sturdy construction. Ideal for use on lawn or terrace. Individually boxed. Weight 7½ lbs.



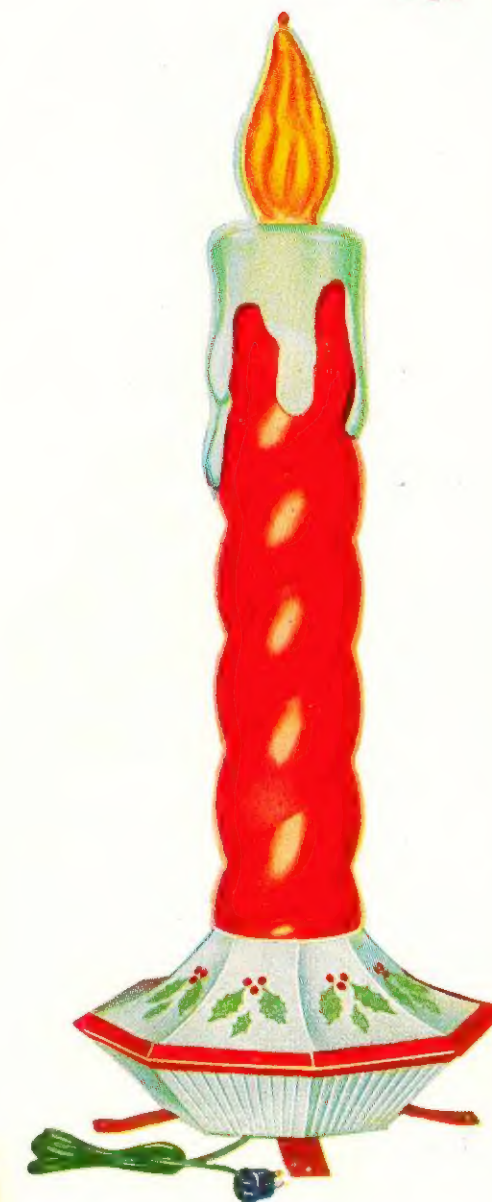
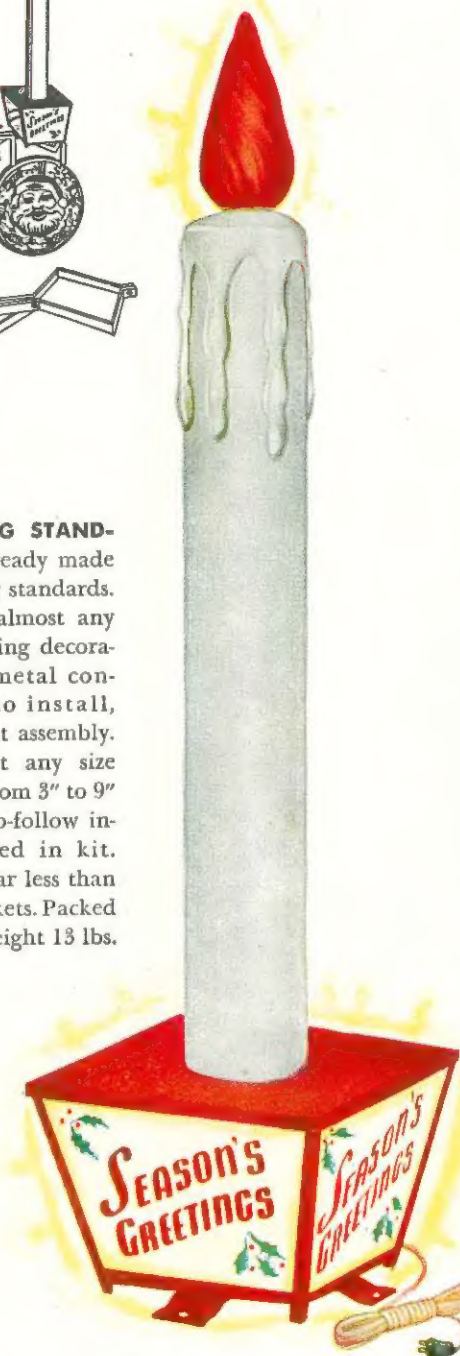
No. 40—50 INCH "SEASON'S GREETINGS" PLASTIC OUTDOOR LAMPOSTS. Full color. Completely illuminated with five C7½ candelabra base lamps in each lamppost. Simulated snow-capped lantern top and base create "Old Fashioned" Christmas charm. Suitable for use in doorway or on lawn. Equipped with 2 dowels. 4 foot lead cord with add-on plug. Standard package 1 pair. Weight 12 lbs.



No. 30R (Red) & 31W (White) — OUTDOOR CANDLES. 53" overall height. Base 13" square by 9" high. Completely weatherproofed. One 150 watt PAR 38 outdoor lamp lights entire length of translucent fiber glass candle and realistic flame tip. Four translucent plastic panels in base decorated with holly leaf and "Season's Greetings" in colorful design. Four foot lead cord and plug. Individually packed in sturdy corrugated carton for year to year storage. Standard package 1. Weight 13 lbs.



No. 19 — LIGHTING STANDARD BRACKET. A ready made bracket for lighting standards. Designed to hold almost any type of street lighting decoration. Sturdy, all metal construction. Easy to install, simple nut and bolt assembly. Adjustable, will fit any size lighting standard from 3" to 9" in diameter. Easy-to-follow instructions included in kit. Economical, costs far less than made-to-order brackets. Packed one to a carton. Weight 13 lbs.



No. 32R — 41" RED ROPE-TWIST TRANSLUCENT OUTDOOR PLASTIC CANDLE. Completely illuminated; flame tip and holly leaf decorated base. Realistic white candle drip decoration. Equipped with two G14 lamps, four C7½ lamps, lead cord with add-on plug. Standard shipping carton 1. Weight 11 lbs.



No. 36 - 10 LIGHT OUTDOOR METAL STAR. C9 1/2 intermediate base weatherproof lamps. Rubber washers to keep moisture out and lamps tight. Size: 16" across. Plug and add-on connector for attaching additional decorations. Standard package 1. Weight 3 lbs.



No. 25 - 20 LIGHT OUTDOOR METAL STAR. C9 1/2 intermediate base weatherproof lamps. Rubber washers to keep moisture out and lamps tight. Size: 21" diameter. Plug and add-on connector for attaching additional decorations. Standard package 1. Weight 5 lbs.



No. 26 - 40 LIGHT OUTDOOR METAL STAR. C9 1/2 intermediate base weatherproof lamps. Rubber washers to keep moisture out and lamps tight. Size: 30" diameter. Plug and add-on connector for attaching additional decorations. Standard packing 1. Weight 10 lbs.



No. 27 - 60 LIGHT OUTDOOR METAL STAR. C9 1/2 intermediate base weatherproof lamps with rubber washers to keep moisture out and lamps tight in sockets. Size: 50" diameter. Six foot lead with plug and add-on connector. Standard package 1. Weight 30 lbs.



No. 400 - MEDIUM BASE PIN TYPE SOCKET. 10 to box. Standard package 25 boxes. Weight 27 lbs.



No. 401 - INTERMEDIATE BASE PIN TYPE SOCKET. 25 to box. Standard package 20 boxes. Weight 18 lbs.



No. 1 PT - MINIATURE PIGTAIL. No. 20 wire for series lamps. 6" lead. Standard package 500. Weight 8 lbs.



No. 2 PT - CANDELABRA PIGTAIL. No. 20 wire for multiple lamps. 6" lead. Standard package 500. Weight 11 lbs.

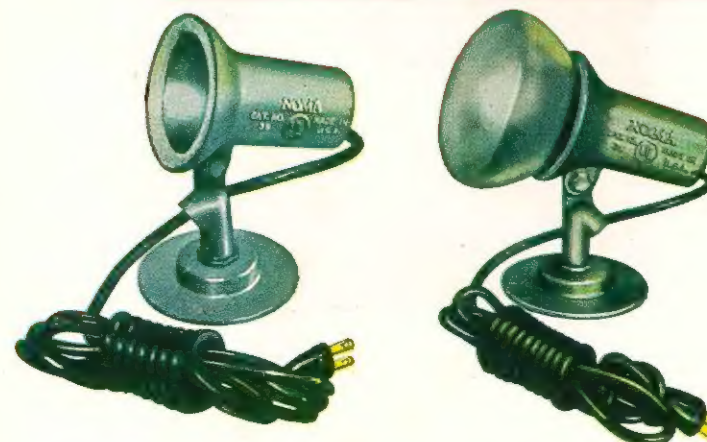
No. 3 PT - INTERMEDIATE PIGTAIL. No. 18 wire for outdoor lamps. 6" lead. Standard package 500. Weight 18 lbs.



MEDIUM BASE STREAMERS		
No.	UNIT No.	CARTON Wgt.
No. 12 STRANDED WIRE, SPRING CONTACTS		
No. 229 - 12" Spacing, 100 ft. length, 100 sockets	1	18 1/2
No. 230 - 18" Spacing, 150 ft. length, 100 sockets	1	20
No. 330 - 24" Spacing, 200 ft. length, 100 sockets	1	25 1/2

INTERMEDIATE BASE STREAMERS		
No.	UNIT No.	CARTON Wgt.
No. 16 STRANDED WIRE, SPRING CONTACTS		
No. 209 - 12" Spacing, 100 ft. length, 100 sockets	1	7
No. 210 - 18" Spacing, 150 ft. length, 100 sockets	1	9
No. 310 - 24" Spacing, 200 ft. length, 100 sockets	1	11

Lamp Holder & Lamp Tester



No. 38 - INDOOR AND OUTDOOR ALL PURPOSE LAMP HOLDER. Cast aluminum. Weatherproof. Use PAR 38 Sealed Beam Reflector Floodlights or Spotlights. Dual type mounting. Base flange can be fastened directly to junction box or screwed to wall. Spike mounting for lawn or ground lighting. Use indoors for Sun Lamp and Heat Treatments. 10 foot heavily insulated extension cord and unbreakable plug. (LAMP NOT INCLUDED.) Individually boxed. 12 to carton. Weight 24 lbs.



No. 910 - LAMP AND FUSE TESTER. Molded brown plastic base, with sockets for testing Christmas, Household and Auto lamps as well as plug fuses. Complete with cord and plug. Individually boxed; 12 to carton. Weight 12 lbs.

NEW!



NOMA... FIRST in Safety! **NOMA... FIRST in Quality!** **NOMA... FIRST in Sales!**

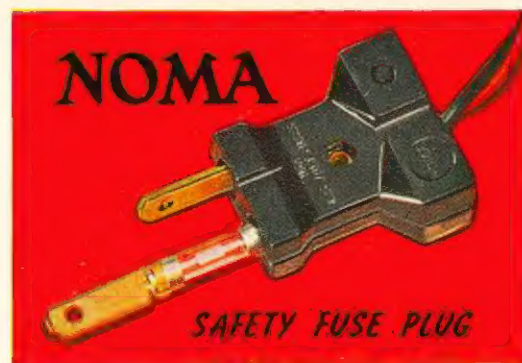
Four outstanding reasons why **NOMA** is the leader in **SAFETY... QUALITY... SALES!**

(1) Only **NOMA** has the famous **NOMA Safety Fuse Plug!** It protects both tree and house wiring against dangerous overloads and shorts... even when **NOMA** lights are strung with other sets.

(2) Only **NOMA** offers **NOMA Safety Sockets**...to prevent hazardous exposed wires and to make tree trimming easier, safer! Insist on **NOMA** Safety Sockets for added protection for your customers!

(3) Only **NOMA** lights give the widest selection for thrillingly different, modern or traditional Christmas lighting effects, both indoors and out. Sell with confidence from **NOMA's** complete line of lights that gaily twinkle, shine brightly or bubble merrily...plus outstanding illuminated novelties for window, roof or lawn!

(4) **NOMA** and only **NOMA** backs up its dealers and distributors with large space advertising in national magazines...to **PRE-SELL NOMA** to your dealers and consumers. No other lights are so widely, so dramatically advertised. This is just one more reason why your customers *know* **NOMA** lights and *prefer* them over any other brand, 25-1.



For your dealer's *complete* Christmas lighting needs, sell the best...sell **NOMA**! American-made, Underwriter-Approved.

PRINTED IN U. S. A.

NOMA LITES, INC.

55 WEST 13th STREET • NEW YORK 11, N. Y.

MAKERS OF WORLD FAMOUS CHRISTMAS LIGHTS